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**Impresse Launches impresse.com Network, a Radically New Way to Automate  
Commercial Print Purchasing.**

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Seybold Editors name impresse.com "Hot Pick" at  
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SAN FRANCISCO--(BUSINESS WIRE)--Aug. 30, 1999--

Impresse Corporation today launched impresse.com(TM), the first business-to-business e-commerce print network targeting the printing, publishing and graphic arts communities. The impresse.com network is a comprehensive end-to-end Internet service tailored for print buyers, in corporations and creative services firms, who want to cost-effectively automate and manage the procurement workflow for commercially printed items, from project creation through fulfillment and delivery. Launched today at Seybold San Francisco '99, impresse.com was selected as a "Hot Pick" by the Seybold editors.

"Print customers told us they were looking for a modernized win-win Internet-based solution that would cut down on repetitive administrative chores and snafus and speed up communications between themselves and their printers," said Nimish Mehta, president and CEO of Impresse(tm). "We believe impresse.com is a robust business-to-business e-commerce solution that streamlines workflows, improves service and shortens turnaround times with fewer errors, resulting in incredible cost savings and increased creative productivity."

"Our customers are demanding Internet-based e-commerce solutions from their print partners," said Don DeHart, president and owner of DeHART's Printing Services Corp. "Impresse understands the complete print supply chain and allows us to engage with customers in a win-win manner using state-of-the-art Internet services that efficiently streamline our communications."

In 1998, the print industry in the U.S. had estimated revenues of over \$275 billion (source: CAP Ventures). Yet, many of the transactions between corporate buyers and commercial printers are still done in labor and time-intensive processes by meetings, phone and fax.

"Printing services are needed by practically every business in America and Global 2000 companies spend close to three percent of annual revenues on printing. While printing is a mature industry in many respects, leading companies in the industry are taking advantage of Internet-based technologies to improve efficiency and expand their product offerings," said Ray Roper, president and CEO of Printing Industries of America (PIA). "Impresse's solution offers a comprehensive enterprise print production system which is worthy of consideration by any graphic arts company seeking Internet-based solutions."

Features for Buyers and Printers

-- New Project Specification - easy project specification , development, update and change orders from project creation through completion, all via an intuitive web-based interface for both buyers and printers.

-- Reprint Ordering - efficient reordering from a catalog of previously printed kits, accessible by end-users or print buyers, utilizing impresse.com's digital production library technology for print ready versioning.

-- Quote Request - quick and accurate request submission to multiple vendors for ballpark and formal quotes and the ability to subsequently return quotes, finalize orders and securely transfer content files.

-- Quote Comparison and Negotiation - streamlined comparison and negotiation of specs and quotes, enabling more efficient print parameter recommendation and selection, and reduced errors.

- -- Production Tracking - simplified status tracking of all current and previous projects, with notification for issues that need attention or approval, and confirmation on shipment and delivery of all orders.
- -- Project Management - historical record and audit of all requests, transactions, changes and approvals for projects processed through the service, via a comprehensive data store.
- -- Buyer and Vendor Management - simplified administration of multiple authorized buyers and approved/preferred vendors, enhancing the communication between print buyers and their vendors.
- -- Report Compilation and Generation - easy generation of management reports about projects, orders and print buying trends.
- -- Extensive Security - state-of-the-art privacy and encryption technologies ensure that access and information is secure.

Users can securely access impresse.com network using Internet Explorer or Netscape Navigator on any Windows or Macintosh computer. Impresse products and services are being demonstrated at Seybold at the Impresse booth (Number 201). Impresse was recently named one of the industry's top 100 hot private companies by UPSIDE magazine (June 1999).

#### About Impresse

Impresse Corporation is the leading provider of business-to-business e-commerce solutions that revolutionize the way corporations buy, produce and fulfill commercially printed materials. Impresse's Internet B2B e-commerce commercial print network and Intranet suite of enhanced software services leverage the latest open Internet standards to effectively automate workflows and transactions between corporate buyers and commercial printers. The Company, headquartered in Sunnyvale, California, is venture funded by Kleiner Perkins Caufield & Byers, Benchmark Capital, The Java Fund and Atlas Venture. For more information, contact Impresse at 408/530-2000 or at [www.impresse.com](http://www.impresse.com).

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